

Message Text

LIMITED OFFICIAL USE

PAGE 01 QUEBEC 00006 111820Z
ACTION EUR-12

INFO OCT-01 ISO-00 PM-05 NSC-05 SP-02 SS-15 CIAE-00
DODE-00 INR-07 NSAE-00 PA-01 USIA-06 PRS-01 /055 W
-----119233 111931Z /47
P 111445Z JAN 78
FM AMCONSUL QUEBEC
TO SECSTATE WASHDC PRIORITY 1219
INFO AMEMBASSY OTTAWA PRIORITY
AMCONSUL MONTREAL PRIORITY

LIMITED OFFICIAL USE QUEBEC 0006

E.O. 11652: N/A
TAGS: PEPR, SOPN, CA
SUBJECT: LEVESQUE ON U.S. TV?

1. THE OFFICE OF PRIME MINISTER RENE LEVESQUE IS DICKERING WITH TWO U.S. NETWORKS FOR AN APPEARANCE BY THE PM "WITHIN THE NEXT FEW MONTHS" ACCORDING TO A MINISTRY OF INTERGOVERNMENTAL AFFAIRS OFFICIAL. AMERICAN DESK OFFICER GUY LAFLEUR TOLD ME THAT LEVESQUE'S PRESS OFFICE IS NEGOTIATING WITH BOTH NBC AND PBS.

2. NBC HAS INVITED LEVESQUE TO APPEAR ON "MEET THE PRESS" WHILE PBS IS CONSIDERING AN HOUR-LONG SPECIAL ON QUEBEC. THE PBS FORMAT WOULD CONSIST OF AN INTERVIEW WITH LEVESQUE INTERSPERSED WITH FILM CLIPS OF RECENT EVENTS IN QUEBEC HISTORY, INCLUDING DEGAULLE'S "VIVE LE QUEBEC LIBRE SPEECH," THE JUBILATION AT PQ PARTY HEADQUARTERS ON NOVEMBER 15, 1976, AND SCENES FROM LEVESQUE'S RECENT TRIP TO PARIS. LAFLEUR FEELS THAT SUCH A FORMAT WOULD SHOW LEVESQUE IN HIS BEST LIGHT AND WOULD REACH A GREATER AUDIENCE IN THE U.S. LEVESQUE'S PRESS SECRETARY, ROBERT MACKAY, IS LEANING TOWARD "MEET THE PRESS" ON THE GROUNDS THAT IT REACHES A MORE SELECT AUDIENCE OF OPINION-MAKERS.

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 QUEBEC 00006 111820Z

3. COMMENT: IN A DECEMBER NEW YORK TIMES INTERVIEW LEVESQUE COMMENTED THAT WHILE 1977 WAS THE YEAR OF FRANCE, 1978 WAS THE YEAR QUEBEC WOULD TRY TO "BREAK THE ICE" IN THE U.S. WE HAVE ALREADY NOTED THAT THE MINISTRY FOR INTERGOVERNMENTAL AFFAIRS HAS EARMARKED DOLLARS ONE MILLION FOR AN EXPANDED PUBLIC RELATIONS CAMPAIGN AIMED AT THE U.S. THE PQ'S BIGGEST

MEDIA GUN IS OF COURSE LEVESQUE, WHO IS EXTREMELY EFFECTIVE
ON TELEVISION, AND IT IS THEREFORE LOGICAL THAT A TV
APPEARANCE SHOULD KICK OFF THE CAMPAIGN ALTHOUGH MORE THAN
ONE TV APPEARANCE MAY BE IN THE WORKS. ACCORDING TO LAFLEUR
ONE OF THE STICKING POINTS OF THE NEGOTIATIONS WITH NBC
IS THE NETWORK'S INSISTENCE THAT LEVESQUE CANNOT APPEAR ON
ANOTHER NETWORK FOR SIX MONTHS AFTER HIS "MEET THE PRESS"
APPEARANCE. BOSWELL

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PRESS CONFERENCES
Control Number: n/a
Copy: SINGLE
Draft Date: 11 jan 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978QUEBEC00006
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780016-0967
Format: TEL
From: QUEBEC
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780176/aaaacmaq.tel
Line Count: 70
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 3a8deae4-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 05 may 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3793503
Secure: OPEN
Status: NATIVE
Subject: LEVESQUE ON U.S. TV?
TAGS: PEPR, SOPN, CA, (LEVESQUE, RENE)
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/3a8deae4-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014